



KEELA COSTELLO

ACCOUNT MANAGER

**THE
FOUNDATION**

What is your role in The Foundation?

As an account manager I work with a variety of clients across a number of sectors. An account manager is key communicator between the client and the creative team – the studio. We work with the client to bring their vision to life – whether that be a rebrand of their logo, a poster they need printed or if they wish to run a digital campaign. There's a lot to it and working with people is at the heart of it all.

What has been career your journey?

When I was younger, I wasn't too sure exactly what I wanted to do. I am ambitious, but I was unsure of the options and the best path to take. When I had the opportunity to attend a Career fair at Ulster University, I listened to a talk about Communication, Advertising and Marketing and I decided there and then that it was something I wanted to pursue.

I applied to many marketing courses but didn't get into the one I really wanted to do. I even called up the admissions office to see if there was any space, which unfortunately there wasn't. However, a few weeks later I received a call from the University saying that there was a space on a different course that was pretty much the exact same as the one I had applied for and so I went for it.

How do you get experience in Account Management?

Getting placements during university for marketing was difficult, especially for agencies. I applied to loads of places and was rejected or didn't get interviews, but I was able to eventually get a placement at a local Council. I learnt a lot and made good connections and it really helped me get my job at The Foundation. There is this account called Pretty Little Marketer – she helped me build my CV – she has a Facebook group where you can build your skillset for free. She helps people find work experience in the marketing field.

What other types of work have shaped your career?

Throughout my time at university – and even before then, I've worked in a variety of jobs like at McDonalds, Retail and hospitals. It's given me a broad range of skills that I apply to the work I do today. Working in a high-pressure environment, you have to know how to handle yourself, clients and work as a team. I really think those jobs I've done that are not directly related to the career I do now, have given me the confidence and key skills to succeed. I would advise anyone that if you're wanting to get into agency life or work in this field, try and get work experience wherever you can – everything is valuable.

What do you do in your free time?

I love to go on walks or cook and hang out with friends and family.

What's the best piece of advice you've received?

Celebrate the small things in life. Life is short.

What advice would you give your 16 year old self?

Keep swimming and don't leave your work to the last minute. Be organized and be prepared.

Who has inspired you?

My mum, my aunty, the girls in The Foundation office and all the women in my life really. They've taught me to keep pushing myself, to be better and enjoy life.

Quickfire Questions